

Reaching Boston's College Students





Almost 70% are between the Ages of 18-24.

Report: TARGET PROFILE REPORT
Market: BOSTON, MA for JUN-JUL'04/DEC'04-JAN'05
Base: ADULTS
Target: OCCUPATION--STUDENT

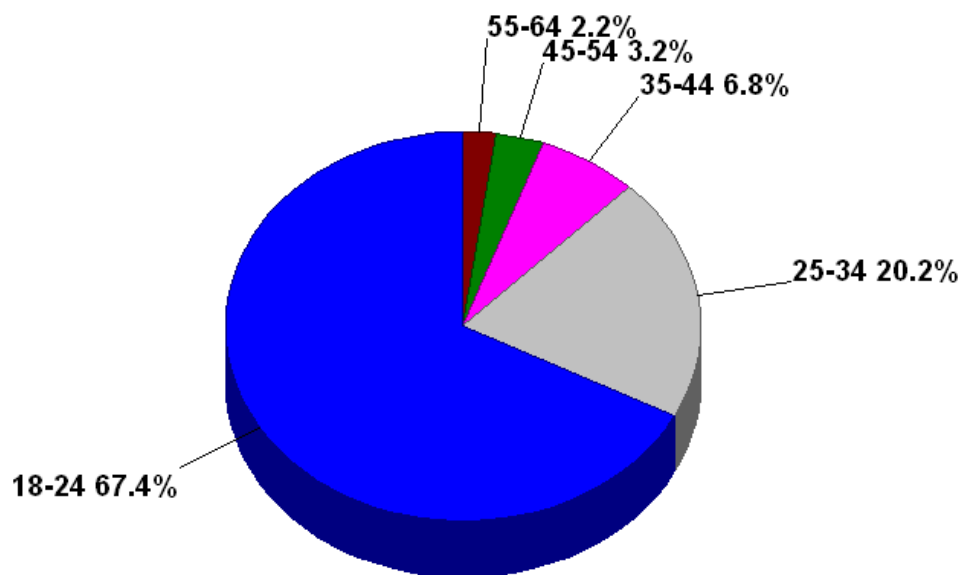
Age Analysis

Base Population: 4,016,400

% In Target: 1.8%

Target Persons: 71,700

Age Profile of Adult Students in the Boston Market



Leisure Activities of Boston's 18-24's

REPORT:	CROSSTAB REPORTS		
MARKET:	BOSTON, MA FOR JUN-JUL 2004/DEC '04-JAN 2005		
BASE:	ADULTS AGE 18 +		
PRIMARY TARGET:	ADULTS--AGE 18-24		
Total Audience: 4,016,400		% In Target: 12.5	
Targets	Target Persons	Vertical Percent	Target Index
OWN MOTOR CYCLE	78,100	15.5	187
ATTENDED PAST 12 MONTHS--ROCK/POP. MUSIC CONCERT	181,900	36.1	158
PARTICIPATED PAST 12 MONTHS--SNOW SKIING	101,600	20.2	154
ATTEND 3+ COLLEGE/PROF. SPORTS EVENTS PAST YEAR	180,100	35.7	142
ATTENDED PAST 12 MONTHS--BARS/NIGHT CLUBS	302,300	60.0	140
EXERCISED 12+ TIMES AT A HEALTH CLUB PAST YEAR	210,300	41.7	139
RODE BICYCLE 12+ TIMES PAST YEAR	147,300	29.2	131
HAVE A DOG	162,100	32.2	120
PLAN TO TAKE OCEAN CRUISE NEXT 2-3 YEARS	144,600	28.7	114
HAVE A CAT	161,800	32.1	107
PURCHASED 12+ BOOKS FROM A BOOK STORE PAST YEAR	224,300	44.5	101
OWN POWER OR MOTOR BOAT	44,000	8.7	100
PARTICIPATED PAST 12 MONTHS--GOLF 3 PLUS TIMES	74,500	14.8	98
ATTENDED PAST 12 MONTHS--MAJOR THEME PARK	86,300	17.1	91
STAYED IN HOTEL/MOTEL 10+ NIGHTS PAST YEAR	135,200	26.8	86
ATTENDED PAST 12 MONTHS--OPERA/SYMPHONY/THEATER	139,400	27.7	78
PARTICIPATED PAST 12 MONTHS--LAWN/GARDENING	236,900	47.0	73
PURCHASED LOTTERY TICKETS PAST 4-WEEKS	151,900	30.1	73
DIETERS--ON A DIET FOR 4+ WEEKS PAST YEAR	93,100	18.5	70
VISITED A GAMBLING CASINO 1+ TIMES PAST YEAR	82,500	16.4	62
RENTED CAR 5+ TIMES PAST YEAR	25,400	5.0	60
OWN RV/MOTOR HOME	7,500	1.5	45
USED TRAVEL AGENT 3+ TIMES PAST YEAR	20,400	4.0	43

} Active Lifestyle

Purchasing Patterns

REPORT: CROSSTAB REPORTS
 MARKET: BOSTON, MA FOR JUN-JUL 2004/DEC '04-JAN 2005
 BASE: ADULTS AGE 18 +
 PRIMARY TARGET: ADULTS--AGE 18-24

Total Audience: 4,016,400

% In Target: 12.5

Targets	Target Persons	Vertical Percent	Target Index
PLAN BUY--USED CAR/VAN/TRUCK/SPORT UTILITY	88,800	17.6	204
PLAN BUY NEXT 12 MOS--STEREO/TAPE OR CD/DVD PLAYER	149,600	29.7	196
PLAN BUY--CAR	84,400	16.7	176
FAST FOOD RESTAURANT--3 + PURCHASES PAST WEEK	117,200	23.3	159
PLAN BUY--FOREIGN CAR/VAN/TRUCK/SPORT UTILITY	60,200	11.9	153
PAST 4-WEEKS ATTENDED MOVIE THEATER	331,900	65.9	151
PLAN TO BUY A HOME DURING NEXT 2 YEARS--NOW RENT	34,100	6.8	144
PLAN BUY NEXT 12 MONTHS--VIDEO CAMERA/VCR/DVD	128,100	25.4	144
PLAN BUY--DOMESTIC CAR/VAN/TRUCK/SPORT UTILITY	52,800	10.5	143
PLAN BUY NEXT 12 MOS--PERSONAL COMPUTER/EQUIPMENT	179,800	35.7	140
PLAN BUY NEXT 12 MONTHS--NEW TV SET	97,800	19.4	140
PLAN BUY--CAR/VAN/TRUCK/SPORT UTILITY	125,400	24.9	137
FAST FOOD RESTAURANT--5 + PURCHASES PAST WEEK	31,700	6.3	134
PAST 4-WEEKS AUTO PARTS STORES SHOPPED 1 + TIMES	170,700	33.9	128
CONSUMED SOFT DRINKS 10 + TIMES PAST 7-DAYS	119,400	23.7	127
PAST 4-WEEKS--BOUGHT STEREO TAPES/CD's/DVD's	244,700	48.6	127
CONSUMED SOFT DRINKS 5 + TIMES PAST 7-DAYS	233,300	46.3	117
PAST 4-WEEKS SHOPPED SPORTING GOODS STORES	173,700	34.5	114
PAST 4-WEEKS--BUY/RENTED MOVIE VCR TAPES OR DVD's	295,600	58.7	114
PAST 4-WEEKS SHOPPED JEWELRY STORES	113,400	22.5	113
PLAN TO BUY A HOME NEXT 2 YEARS--\$50K+ INCOME	39,200	7.8	112
PLAN BUY--VAN/TRUCK/SPORT UTILITY	41,100	8.2	111
PLAN TO BUY A HOME DURING NEXT 2 YEARS	57,000	11.3	110
PLAN BUY NEXT 12 MONTHS--BED/MATTRESS/ETC.	98,200	19.5	106
PAST 4-WEEKS--BUY/RENTED VIDEO GAMES	96,800	19.2	105
PAST 4-WEEKS--BOUGHT BOTTLED WATER	283,400	56.2	105
PURCHASED 12+ BOOKS FROM A BOOK STORE PAST YEAR	224,300	44.5	101



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Local Retail Shopping Patterns

% In Target: 12.5

Targets	Target Persons	Vertical Percent	Target Index
SHOPPED PAST 6 MONTHS--H & M DEPT. STORE	69,700	13.8	263
CONSUMED PAST 7-DAYS--MOUNTAIN DEW	136,100	27.0	258
ATE FAST FOOD PAST 4-WEEKS--TACO BELL	50,200	10.0	219
MALL/CENTER SHOP OFTEN--THE MALL AT ROCKINGHAM PARK	69,500	13.8	207
CONSUMED PAST 7-DAYS--DR PEPPER	70,800	14.1	201
SHOP ELECTRONICS/APPLIANCES--TARGET	32,700	6.5	190
CONSUMED PAST 7-DAYS--SPRITE	193,000	38.3	185
MALL/CENTER SHOP OFTEN--CAMBRIDGESIDE GALLERIA	46,100	9.1	177
ATE FAST FOOD PAST 4-WEEKS--WENDY'S	162,400	32.2	172
CELL PHONE CARRIER USED--T-MOBILE	52,300	10.4	164
MALL/CENTER SHOP OFTEN--EMERALD SQUARE MALL	20,700	4.1	164
CUSTOMER--CITIZENS BANK	108,800	21.6	154
ATE FAST FOOD PAST 4-WEEKS--KFC	39,700	7.9	154
SHOP ELECTRONICS/APPLIANCES--BEST BUY	276,800	54.9	144
SHOP ELECTRONICS/APPLIANCES--WAL-MART	62,700	12.4	142
ATE FAST FOOD PAST 4-WEEKS--BURGER KING	134,300	26.7	142
SHOPPED PAST 6 MONTHS--OLYMPIA SPORTS	72,700	14.4	138
BUILDING SUPPLY SHOP PAST 6 MOS--AUBUCHON HARDWARE	26,600	5.3	137
MALL/CENTER SHOP OFTEN--SQUARE ONE MALL	30,700	6.1	136
SHOPPED PAST 6 MONTHS--FILENE'S BASEMENT	110,900	22.0	135
ATE FAST FOOD PAST 4-WEEKS--MCDONALDS	238,300	47.3	135
CONSUMED PAST 7-DAYS--COCA COLA	306,500	60.8	133
SHOPPED PAST 6 MONTHS--EASTERN MOUNTAIN SPORTS (EMS)	74,100	14.7	131
MALL/CENTER SHOP OFTEN--MALL OF NEW HAMPSHIRE	23,500	4.7	131
CONSUMED PAST 7-DAYS--PEPSI COLA	213,900	42.4	130
MALL/CENTER SHOP OFTEN--INDEPENDENCE MALL	22,200	4.4	130
CELL PHONE CARRIER USED--NEXTEL	47,900	9.5	129
CUSTOMER--SOVEREIGN BANK	59,000	11.7	128
STORE SHOP FOR FURNITURE--BOB'S DISCOUNT FURNITURE	49,900	9.9	124
MALL/CENTER SHOP OFTEN--THE MALL AT WHINEY FIELD	22,900	4.5	124
CONSUMED PAST 7-DAYS--CANADA DRY	85,100	16.9	123
CELL PHONE CARRIER USED--SPRINT PCS	40,800	8.1	121
ATE FAST FOOD PAST 4-WEEKS--DUNKIN' DONUTS	32,100	6.4	118
MALL/CENTER SHOP OFTEN--AUBURN MALL	26,200	5.2	117
SHOP SUPERMARKET PAST WEEK--FOODMASTER SUPERMARKET	13,500	2.7	116
SHOPPED PAST 6 MONTHS--GAP	122,900	24.4	116

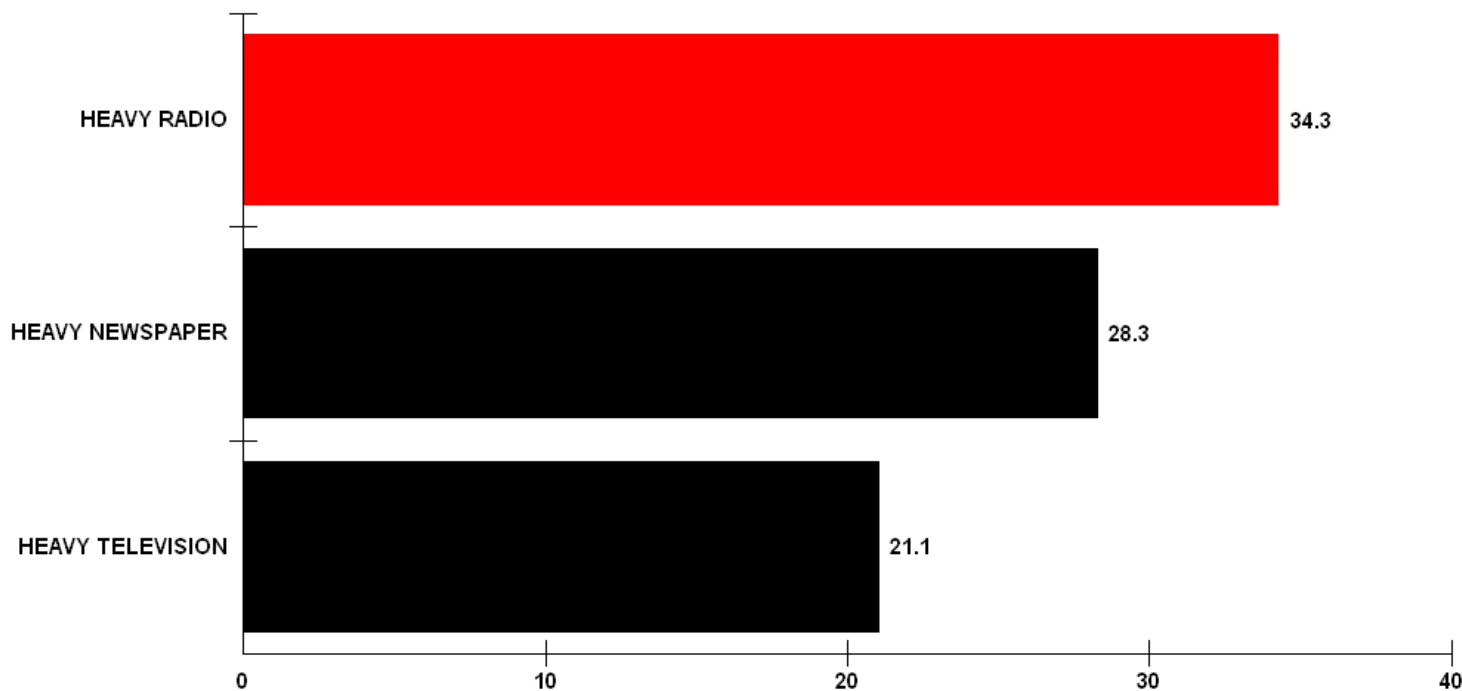


Olympia Sports

Media Usage: **MORE College Students are Heavily Exposed to RADIO than to any other medium.**

Report: RANKER REPORT Cume Ratings
Market: BOSTON, MA for JUN-JUL'04/DEC'04-JAN'05
Base: ADULTS
Target: OCCUPATION--STUDENT
Base Population: 4,016,400 % In Target: 1.8% Target Persons: 71,700

College Students in the Boston Market



Media Usage: **WBCN reaches MORE College Students than ANY Television Newscast.**



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Base:	ADULTS			
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Base Population: 4,016,400		% In Target: 1.8%		
Rank	Media	Cume Persons	Cume Rating	
1	WBCN-FM	22,000	30.7	
2	EARLY NEWS*WHDH C 7	16,600	23.2	
3	PRIME NEWS*WFXT C 25	16,400	22.9	
4	LATE NEWS*WHDH C 7	13,700	19.1	
5	EARLY NEWS*WCVB C 5	7,200	10.0	
6	EARLY NEWS*WBZ C 4	7,200	10.0	
7	LATE NEWS*WCVB C 5	7,200	10.0	
8	PRIME NEWS*WLVI C 56	6,000	8.4	
9	LATE NEWS*WBZ C 4	5,800	8.1	
10	EARLY NEWS*WMUR C 9	3,700	5.2	
11	MORN NEWS*WMUR C 9	3,700	5.2	
12	LATE NEWS*WMUR C 9	3,700	5.2	
13	MORN NEWS*WCVB C 5	3,300	4.6	
14	MORN NEWS*WHDH C 7	3,300	4.6	
15	MORN NEWS*WFXT C 25	2,500	3.5	
16	MORN NEWS*WBZ C 4	2,300	3.2	
17	PRIME NEWS*WSBK C 38	*	*	

Media Usage: **WBCN reaches MORE College Students than ANY section of the Boston Globe.**



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Rank	Media	Cume Persons	Cume Rating	
				0 10 21 32
1	WBCN-FM	22,000	30.7	
2	GLOBE**SN*SPORTS SEC	19,700	27.5	
3	GLOBE**WD*SECTION 1	15,500	21.6	
4	GLOBE**SN*SECTION 1	15,200	21.2	
5	GLOBE**WD*LIFE/FASHN	14,500	20.2	
6	GLOBE**WD*SPORTS SEC	13,900	19.4	
7	GLOBE**WD*MOVIE/ENT.	10,600	14.8	
8	GLOBE**SN*LIFE/FASHN	8,000	11.2	
9	GLOBE**SN*BUSINESS S	4,100	5.7	
10	GLOBE**WD*FOOD SEC.	4,100	5.7	
11	GLOBE**SN*FOOD SEC.	4,100	5.7	
12	GLOBE**WD*BUSINESS S	4,100	5.7	
13	GLOBE**SN*MOVIE/ENT.	4,100	5.7	
14	GLOBE**WD*EMPLOY CLS	2,500	3.5	
15	GLOBE**SN*CLASSIF AD	2,500	3.5	
16	GLOBE**SN*AUTO CLAS	2,500	3.5	
17	GLOBE**SN*EMPLOY CLS	2,500	3.5	
18	GLOBE**WS*EMPLOY CL	2,500	3.5	
19	GLOBE**WD*NH NEWS S.	2,500	3.5	
20	GLOBE**WD*CLASSIF AD	2,500	3.5	
21	GLOBE**WD*AUTO CLAS.	2,500	3.5	
22	GLOBE**SN*NH NEWS S.	2,500	3.5	
23	GLOBE**SN*HOME SEC.	2,500	3.5	
24	GLOBE**SN*TRAVEL S.	2,500	3.5	

Media Usage: **WBCN** is a market leader in delivering College Students



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Rank	Media	Cume Persons	Cume Rating	
				0 13 26 40
1	WJMN-FM	26,200	36.5	
2	WXKS-FM	24,100	33.6	
3	WBCN-FM	22,000	30.7	
4	WERS-FM	12,500	17.4	
5	WEEI	12,400	17.3	
6	WBMX-FM	11,900	16.6	
7	WODS-FM	9,800	13.7	
8	WBOT-FM	5,600	7.8	
9	WGBH-FM	5,300	7.4	
10	WQSX-FM	3,900	5.4	
11	WZLX-FM	3,900	5.4	
12	WTKK-FM	2,900	4.0	
13	WBUR-FM	2,500	3.5	
14	WGIR-FM	2,500	3.5	
15	WBOS-FM	2,400	3.3	
16	WFNX-FM	2,400	3.3	
17	WQLL-FM	2,200	3.1	
18	WCRB-FM	1,400	2.0	
19	WAAF-FM	1,100	1.5	
20	WBZ	800	1.1	
21	WMJX-FM	800	1.1	